

Message Text

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E.O. 11652: N/A
TAGS: BBSR, VE
SUBJ: MARKET RESEARCH

REF: A) USDOC 04821; B) STATE 063657; C) USDOC 06227; D)
A-1009 DATED 14 FEB. 1975; E) USDOC 05841

1. PRESENTED BELOW IS A DESCRIPTION OF THE STATUS OF VARIOUS
MARKET RESEARCH PROJECTS COMPLETED, IN PROGRESS,
OR IN PROSPECT. THE COMPREHENSIVE COUNTRY SURVEY, SCHEDULED
TO BEGIN IN MID-MAY, OFFICER OPPORTUNITY TO RATIONALIZE
SEVERAL PROJECTS BUT WILL ALSO IMPOSE LIMITATIONS ON RESOURCES
POST WILL HAVE TO ALLOCATE TO RESEARCH
PREVIOUSLY ENVISIONED.

2. POLLUTION CONTROL EQUIPMENT STUDY HAS BEEN CONCLUDED IN
ACCORDANCE WITH INSTRUCTIONS CONTAINED REF A).. CONTRACTOR
VEMEX PRESENTED EMBASSY WITH REVISED INVOICE REDUCING TERMS
FROM ORIGINAL PRICE OF BS.18,500 TO BS.14,500. EMBASSY ARRANGED FOR PA
YMENT
ON THAT BASIS ON 18 APRIL, PLEASE ADVISE REGARDING DISPOSITION
OF CHECK FOR REMAINING BS.4,000.

3. AGRICULTURAL EQUIPMENT SURVEY. PAYMENT HAS BEEN MADE
TO HABCO AS INSTRUCTED IN REFTEL B(BRINGING TOTAL TO 75 PER-
CENT OF CONTRACTED SUM. EMBASSY REQUESTS THAT LATITUDE
ALLOWED IN POLLUTION CONTROL SETTLEMENT BE EXTENDED TO HABCO
SINCE DIFFICULTIES RESULTING FROM NONAVAILABILITY
OF STATISTICS AND UNPROVEN GOVERNMENT DEVELOPMENT
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IF DEPARTMENT AGREES, HABCO WOULD SIMILARLY COMPARE PER-

FORMANCE TO STUDY SPECIFICATIONS AND PRESENT REVISED INVOICE
FOR EMBASSY'S REVIEW.

4. COPIES POF TARGET RESEARCH'S STUDY ON
LABORATORY INSTRUMENTATION POUCHED 23 APRIL. REPORT APPEARS
COMPLETE IF TARDY.

5 SOME CONFUSION EXISTS CONCERNING INSTRUCTIONS FOR ELEC-
TRIC ENERGY SYSTEMS SURVEY. WHEN INSTRUCTIONS WERE RECEIVED
TO SOLICIT BIDS FOR CONTRACT IN FEBRUARY. EMBASSY RECOMMENDED
THAT ITS NEWLY FORMED MARKET ANALYSIS UNIT(MAU) UNDERTAKE THE PROJECT
. THIS SUGGESTION WAS APPROVED IN
REFTEL C) RECEIVED 23 APRIL. IN THE INTERIM, HOWEVER, EMBASSY
WAS INFORMED THAT A COMPREHENSIVE MARKET SURVEY OF VENEZUELA,
IN WHICH AN IMPORTANT CHAPTER WILL BE DEVOTED TO ELECTRIC
ENERGY SYSTEMS, WILL BE UNDERTAKEN STARTING MID-MAY, REFTEL C)
IN VIEW OF FACT THAT SUBJECT WILL THUS BE INCORPORATED IN
COUNTRY-WIDE SURVEY AND MAU'S STRETCHED RESOURCES, EXPLAINED
BELOW, EMBASSY WILL DISREGARD REQUEST FOR IN-HOUSE EFFORT
UNLESS OTHERWISE INSTRUCTED.

6 MAU NOW INVOLVED IN PREPARING BUSINESS EQUIPMENT AND SYSTEMS
STUDY REQUESTED IN REPAIR D). MAY 29 DEADLINE MAY PRESENT
PROBLEM BECAUSE OF LEVY ON UNIT'S RESOURCES FOR
PREPARATORY WORK ON COMPREHENSIVE COUNTRY SURVEY AND THE
EXPECTED FULL-TIME DEMANDS OF THE STUDY ITSELF.

7. EMBASSY ENDORSES PROPOSAL OF COMPREHENSIVE MARKET SURVEY
AND AGREES THAT STUDY SHOULD PROVIDE USEFUL INFORMATION
TO EXPLOIT CURRENT COMMERCIAL OPPORTUNITIES.
JOHN MILLS, E/C COUNSELOR WILL ACT AS POST COORDINATOR.
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